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**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to Implement  
Electric Utility Wildfire Mitigation Plans  
Pursuant to Senate Bill 901 (2018).

R.18-10-007  
(Issued October 25, 2018)

**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39 E)  
WILDFIRE SAFETY SURVEY 2019 RESULTS**

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# PACIFIC GAS AND ELECTRIC COMPANY'S (U 39 E) WILDFIRE SAFETY SURVEY 2019 RESULTS

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# **EXHIBIT A**

# PG&E Wildfire Safety-PSPS Communications Surveys 2019 Outreach Effectiveness

## Background

On March 18, 2020, the California Public Utilities Commission (“CPUC” or “Commission”) issued Decision (D.) D.20-03-004 (“Decision”), which provides a number of new requirements for electrical corporations to conduct outreach to communities and the public before, during and after a wildfire in all languages. The Decision also requires the utilities to conduct surveys to measure the effectiveness of their Community Outreach and Awareness Plans for 2019 and 2020. The 2019 survey results must be filed and served no later than May 30, 2020.<sup>1</sup>

The Decision authorized that “[e]xisting surveys that meet all of the requirements of this decision may be used.”<sup>2</sup> These requirements are:

- Ask communities and individuals to which the Investor-Owned Utility (IOU) or Small Multi-Jurisdictional Utility (SMJU) has conducted outreach if the outreach was effective in helping them before, during and after a wildfire.
- Provide survey responses categorized by type of outreach (e.g., community meetings, over the air broadcast information, social media, print media, etc.) so that there is data in the proceeding showing what outreach is most effective that the Commission and stakeholders may use to direct future outreach.
- File and serve any existing survey results that assess the effectiveness of outreach before, during and after a wildfire conducted since the passage of SB 901.<sup>3</sup>

PG&E’s existing surveys that measure the effectiveness of its 2019 community outreach meets these requirements. The 2019 community outreach survey methodology and results are discussed in further detail below.

## Overview of 2019 Survey Methodology

Through an independent, third-party contactor, PG&E conducted two waves of a public opinion survey in 2019 focused on measuring the effectiveness of its outreach related to wildfire safety preparedness and its Public Safety Power Shutoff (PSPS) program. The outreach was part of a coordinated statewide campaign that began on May 6, 2019, as well as direct-to-customer outreach conducted by PG&E. The customer and community outreach PG&E conducted in 2019 is described in PG&E’s PSPS progress reports filed on September 4, 2019<sup>4</sup> and March 4,

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<sup>1</sup> D.20-03-004, OP 15 - No later than May 30, 2020, the Investor Owned Utilities and Small and Multi-Jurisdictional Utilities shall prepare, file, and serve independent survey results that assesses the effectiveness of their community outreach in 2019 pursuant to Public Utilities Code Section 8386(c)(18)(B). While ordering paragraph 15 cites Public Utilities Code Section 8386(c)(16)(B), we believe this was a typographical error and that Section 8386(c)(18)(B) was intended.

<sup>2</sup> D.20-03-004, OP 17

<sup>3</sup> D.20-03-004, OP 18

<sup>4</sup> [https://www.pge.com/pge\\_global/common/pdfs/safety/emergency-preparedness/natural-disaster/wildfires/PSPS-Report-Letter-09.04.19.pdf](https://www.pge.com/pge_global/common/pdfs/safety/emergency-preparedness/natural-disaster/wildfires/PSPS-Report-Letter-09.04.19.pdf)

2020<sup>5</sup> (Section 3. Outreach). As required by OP 20 to draw upon metrics that are quantitative in nature, these progress reports also include quantitative metrics related to the scale of outreach conducted and engagement by customers (e.g. customers targeted for various communications, number of news releases issued, attendance at community events, page views, impressions, click rates, and more).

Although the awareness survey was initially established to focus primarily on outreach around wildfire safety preparation, a significant portion was also devoted to awareness around PSPS.

The methodology was similar for both surveys, which included a combination of online and telephone surveys. Respondents were recruited from sample lists provided by PG&E. Minimum response targets were set by Designated Market Area (DMA). The final sample was weighted by Gender and the known Age within each DMA. Although quotas were not set by Race/Ethnicity, an attempt was made to maximize Hispanic/Latino respondents. The survey was offered in both English and Spanish.

#### Baseline Survey (Wave 1) – May 2019:

The first wave of the customer awareness survey (the baseline) was fielded May 3-20, 2019 with more than half of the interviews completed prior to May 6. A total of 2,437 interviews were completed, including 1,437 online and 1,000 by telephone. All interviews were completed prior to any PSPS events in 2019.

#### Follow-up Survey (Wave 2) – August 2019:

The second wave customer awareness survey was fielded August 15-28, 2019, just prior to the height of wildfire season. A total of 3,340 interviews were completed, including 2,365 online and 975 by telephone. One small PSPS event occurred in the Northern Region in June. However, the large-scale PSPS events in October and November occurred after the second survey.

### **Summary of 2019 Survey Results**

PG&E can conclude that the outreach implemented in 2019 was effective in educating the public about wildfire safety preparation from the start of PG&E's direct-to-customer outreach and the statewide outreach campaign in May 2019 to just prior to the height of the wildfire season. This conclusion is supported by the following:

- Awareness of Wildfire Safety Preparedness outreach significantly increased from 46% prior to the statewide campaign in May to 62% in August, just prior to the height of wildfire season.
- Awareness of PG&E's Public Safety Power Safety (PSPS) increased significantly from 60% in May to 76% in August.
- Communications recall between May and August was driven by a combination of mass media (particularly TV and radio) plus increased outreach through email and direct mail.
- A significantly higher percentage recalled PG&E as the source of their information (both aided and unaided). This outcome suggests that the increased awareness and

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<sup>5</sup> [https://www.pge.com/pge\\_global/common/pdfs/safety/emergency-preparedness/natural-disaster/wildfires/PSPS-Report-Letter-03.04.20.pdf](https://www.pge.com/pge_global/common/pdfs/safety/emergency-preparedness/natural-disaster/wildfires/PSPS-Report-Letter-03.04.20.pdf)

recall of the communications between May and August was primarily driven by PG&E's and the statewide outreach.

- A significantly higher percentage of the public used PG&E's website between May and August to learn more about wildfire safety preparedness when compared to: Cal Fire, Local Government, State Government and "Power of being Prepared" (Prepareforpowerdown.com).
- In August, significantly higher percentages agreed with four statements measuring PG&E's efforts/commitment to wildfire safety than in May. A significantly higher percentage in August than in May were satisfied overall with PG&E's wildfire safety efforts.
- The outreach was well understood as demonstrated by the significantly higher percentage who said a PSPS event could last 2-5 days (from 10% in May to 19% in August); and the significantly lower percentage who said "Less than 24 hours" (from 22% in May to 15% in August).
- In addition, high percentages rated the communication as useful, important, and easy-to-understand, with a significantly higher percentage rating it as useful (from 70% in May to 75% in August).
- Significantly more respondents in August than in May (53% versus 44%, respectively) said they understood that a PSPS event could occur in places not directly within fire danger areas.

The questions and response rates to each survey (first and second wave) can be found in Appendix A.

# Appendix A: Survey Results by Question

## COMMUNICATIONS RECALL<sup>6</sup>

- \*C1. Have you seen or heard any communications about wildfire season preparedness in the past 30 to 60 days?

	May 2019 (Baseline)	August 2019
Total Respondents / Base Size:	2,437	3,340
Yes	46%	62%
No	54%	38%

### METRIC: AWARENESS OF COMMUNICATIONS (WILDFIRE SAFETY)

Awareness of wildfire safety preparation outreach significantly increased from 46% prior to the statewide campaign in May to 62% in August, just prior to the peak of wildfire season.

- C2. What were the main messages of the communications you saw or heard about wildfire season preparedness? [Unaided]  
 C5. Do you recall any of the following messages from the wildfire season preparedness communication? [Aided]

	May 2019 (Baseline)		August 2019	
	Unaided	Total	Unaided	Total
Recallers / Base Size	1,110	1,110	2,055	2,055
PG&E proactively shutting off power when wildfire risk is high	6%	62%	13%	83%
Prepare emergency supply kit	6%	44%	13%	75%
Have a personal safety plan in place	*	*	7%	68%
Creating a defensible space	19%	n/a	16%	68%
PG&E' Public Safety Power Shutoff (PSPS) program	1%	40%	3%	62%
How to prepare for a wildfire	15%	52%	19%	56%
Plan for any medical needs	*	*	1%	55%
Steps to prevent or mitigate wildfires on your property	37%	72%	6%	53%
PG&E is conducting inspections of poles in high-threat areas	*	*	<1%	52%
Conditions that cause/contribute to wildfires	8%	62%	4%	52%
What to do in the event of a wildfire (emergency exits, etc.)	12%	44%	4%	50%
Update your contact information with your utility	*	*	1%	49%
Plan for the needs of pets and livestock	*	*	1%	47%

<sup>6</sup> Communication Recall is defined as the percentage of respondents who said they "Saw or heard any communications about wildfire season preparedness in the past 30-60 days".

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

**\*C3.** Where did you see or hear the communication about wildfire season preparedness?

	May 2019 (Baseline)	August 2019
Recallers %	46%	62%
Base Size:	1,110	2,055
Television	34%	31%
Email	5%	23%
Direct Mail	5%	13%
Radio	12%	12%
PG&E (Unspecified)	2%	11%
Website (other than PG&E)	9%	11%
Newspaper	18%	10%
News (Unspecified)	7%	7%
Flyer / Newsletter / Pamphlet	3%	6%
Facebook	2%	4%
PG&E Website	2%	2%
Nextdoor	1%	2%

**METRIC: MOST EFFECTIVE OUTREACH CHANNELS**

Communications recall between May and August was driven by a combination of mass media (particularly TV and radio) plus increased outreach through Email and Direct Mail.

**\*C4A.** Who was the communication about wildfire season preparedness from? [Unaided]**\*C4B.** Do you recall communications about wildfire season preparedness from...? [Aided + Unaided]

	May 2019 (Baseline)		August 2019	
Recallers %	46%		62%	
Base Size:	1,110		2,055	
	Unaided	Total	Unaided	Total
Pacific Gas and Electric (PG&E)	24%	60%	57%	87%
Cal Fire	14%	59%	10%	52%
Local Government	7%	43%	5%	39%
State of California	5%	43%	1%	36%

**METRIC: SOURCE OF COMMUNICATION**

Prior to the statewide campaign, PG&E and Cal Fire were the two most frequently recalled sources of information (60% and 59%) respectively. By August, PG&E was the most frequently recalled source of information at 87%, compared to 52% for Cal Fire. PG&E increased from 24% in May to 57% in August for unaided recall. This suggests that the increased recall in communications was largely driven by PG&E's outreach.

**\* Key Performance Indicator for Outreach Effectiveness**

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence



- C7. For each of the following statements about the wildfire season preparedness communications, please tell me how much you agree or disagree using a scale from 1 to 5 where 1 means “strongly disagree,” and 5 means “strongly agree?” The information I saw or heard was...?

Top-2-Box % (Rating of 4 or 5)		May 2019 (Baseline)	August 2019
Recallers %		46%	62%
Base Size:		1,110	2,055
a	Useful	70%	75%
b	Easy-to-Understand	79%	80%
c	Important	85%	83%

#### UNDERSTANDING OF OUTREACH

Recallers in both waves felt the communications was useful, important, and easy-to-understand. Significantly more Recallers in August than in May agreed that the communication was useful (75% in August, up from 70% in May).

- C8. Please tell me how much you agree or disagree with these statements. After seeing or hearing the communications...? [Scale 1 to 5, where “1” is Strongly Disagree and “5” is Strongly Agree]

Top-2-Box % (Rating of 4 or 5)		May 2019 (Baseline)	August 2019
Recallers %		46%	62%
Base Size:		1,110	2,055
a	I feel more prepared for wildfire season	47%	50%
b	I still have questions about how to prepare for wildfire season	34%	27% <sup>7</sup>
c	I have questions about what happens when my power is shutoff	41%	39% <sup>8</sup>

#### UNDERSTANDING OF OUTREACH

About half of Recallers in both waves said the communications made them feel more prepared for wildfire season. Significantly fewer Recallers in August (27%) than in May (34%) said they still had questions about how to prepare for wildfire season.

<sup>7</sup> Lower score shows improvement

<sup>8</sup> Lower score shows improvement

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

C6. What, if any, actions have you taken to prepare for wildfire season? [Open-ended]  
[Unaided]

Total Respondents (Unaided)	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
Prepared an emergency supply kit	11%	17%
Created a defensible space	3%	13%
Removed surface litter	12%	10%
Removed lower tree branches	9%	6%
Created an evacuation plan	1%	8%
Cut grass to a maximum of 4 inches	16%	6%
Checked standby generator	2%	4%
Cleared space between planted vegetation	10%	3%
Stocked up on water/food	0%	4%

C6. What, if any, actions have you taken to prepare for wildfire season? [Open-ended]  
[Unaided]

Recallers vs. Non-Recallers (Unaided)	May 2019 (Baseline)		August 2019	
	Recallers	Non-Recallers	Recallers	Non-Recallers
Recallers %	46%	54%	62%	38%
Base Size:	1,110	1,327	2,055	1,285
Prepared an emergency supply kit	17%	6%	23%	8%
Created a defensible space	6%	2%	19%	5%
Removed surface litter	16%	8%	12%	8%
Removed lower tree branches	12%	6%	7%	4%
Created an evacuation plan	2%	1%	11%	3%
Cut grass to a maximum of 4 inches	19%	14%	7%	5%
Checked standby generator	3%	1%	5%	1%
Cleared space between planted vegetation	19%	14%	3%	2%
Stocked up on water/food	<1%	<1%	5%	3%
Statistically significantly different than Recallers at the 95% level of confidence				

#### ACTIONS TAKEN

Overall, significantly more respondents in August said they “Prepared an emergency kit,” “Created a defensible space,” and “Created an evacuation plan.” Recallers were significantly more likely than Non-Recallers to take nearly all listed actions.

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

**\*C6A.** Have you visited any of the following websites when researching for information?

Total Respondents	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
PG&E	10%	20%
Cal Fire	15%	16%
Local Government	6%	9%
State of California	7%	7%
Power of Being Prepared Website	n/a	3%

	May 2019 (Baseline)		August 2019	
Recallers vs. Non-Recallers	Recallers	Non-Recallers	Recallers	Non-Recallers
Recallers %	46%	54%	62%	38%
Base Size:	1,110	1,327	2,055	1,285
PG&E	13%	7%	26%	11%
Cal Fire	21%	10%	21%	9%
Local Government	10%	3%	11%	5%
State of California	8%	6%	7%	7%
Power of Being Prepared Website	n/a	n/a	3%	2%
Statistically significantly different than Recallers at the 95% level of confidence				

#### METRIC: SOURCE OF OUTREACH

Twice as many reported visiting PG&E's website between May and August (from 10% to 20%). None of the other sources experienced a similar increase. Significantly more Recallers in August visited the PG&E website (from 13% in May to 26% in August). This indicates that the outreach was effective in driving some customers to the PG&E website to acquire more information.

**\* Key Performance Indicator for Outreach Effectiveness**

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

**SATISFACTION WITH PG&E EFFORTS TO ADDRESS WILDFIRE SAFETY**

**\*Q1.** For each of the following statements about PG&E, please tell me how much you agree or disagree [Scale 1 to 5, where “1” is Strongly Agree Disagree and “5” is Strongly Agree]

Top-2-Box % (Rating of 4 or 5)		May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>		2,437	3,340
a	PG&E is proactive in taking steps to address wildfire risks	37%	48%
b	PG&E is working to keep my community safe	42%	46%
c	PG&E is committed to Wildfire safety	41%	48%
d	PG&E is helping me prepare for wildfire season	26%	41%

**METRIC: SATISFACTION WITH PG&E’S EFFORTS**

In August, statistically significantly higher percentages agreed with all four statements measuring PG&E’s efforts/commitment to wildfire safety than in May. The largest increase was agreement with the statement “*PG&E is helping me prepare for wildfire season,*” which increased from 26% in May to 41% in August.

**\*Q2.** Using a 5-point scale where “1” means you are “**extremely dissatisfied**” and “5” means you are “**extremely satisfied,**” how satisfied are you with PG&E’s Wildfire safety efforts?

Top-2-Box % (Rating of 4 or 5)		May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>		2,437	3,340
Overall satisfaction		29%	39%

**METRIC: SATISFACTION WITH PGE&S EFFORTS**

A statistically significantly higher percentage in August than in May were satisfied overall with PG&E wildfire safety efforts.

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

**PUBLIC SAFETY POWER SHUTOFF (PSPS)**

**\*P1.** Public Safety Power Shutoff, or PSPS, is a precautionary safety measure that may proactively turn off power lines when extreme fire danger conditions are forecast. PG&E will do this as a proactive measure to reduce the risk of wildfires.

Before today, had you ever heard of PG&E's Public Safety Power Shutoff program?

	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
Yes	60%	76%

**METRIC: AWARENESS OF COMMUNICATIONS (PSPS)**

Awareness of PG&E's Public Safety Power Safety (PSPS) increased significantly from 60% in May to 76% in August.

**\*P2.** Based on what you've read or heard, how long is a typical PSPS event expected to last?

	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
Less than 24 hours/1 day	22%	15%
24 to 48 hours/1 to 2 days	24%	27%
2 to 5 days	10%	19%
6 or more days	2%	3%
Don't Know	41%	37%

**METRIC: UNDERSTANDING OF OUTREACH**

In May, 41% were not sure how long a PSPS could last and 22% guessed it would last less than 24 hours. By August, both percentages significantly declined to 37% and 15% respectively. In addition, 19% provided the more correct answer of "2 to 5 days" (up from 10% in May).

**\*P3.** For each of the following statements about Public Safety Power Shutoff events, please tell me how much you agree or disagree using a scale from 1 to 5 where 1 means "Strongly Disagree," and 5 means "Strongly Agree."

Top-2-Box % (Rating of 4 or 5)	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
a A PSPS event could cause power shutoff in places that are not directly within fire danger areas	44%	53%
b A PSPS event is justified in extreme weather circumstances to keep California communities safe	68%	66%

**METRIC: UNDERSTANDING OF OUTREACH**

More than half (53%) in August compared to May (44%) understood that a PSPS event could occur in places not directly within fire danger areas. Two-thirds understood that PSPS is justified in extreme weather circumstances.

**\* Key Performance Indicator for Outreach Effectiveness**

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

P4. Which of the following statements best describes your residence as it relates to high fire threat areas?

		May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>		2,437	3,340
a	I know that my residence is NOT in a high fire threat area	48%	49%
b	I know that my residence IS in a high fire threat area	26%	25%
c	I am not sure whether my residence is in a high fire threat area	26%	25%

\*P5. A PSPS event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for 2 to 5 days? Would you say you are...?

	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
<b>Top-2-Box (Somewhat/Completely Prepared)</b>	<b>51%</b>	<b>54%</b>
Bottom-2 Box (Not Prepared)	47%	44%
Don't Know	2%	2%

#### METRIC: ACTIONS TAKEN

More than half in both waves felt they were prepared for a PSPS event that lasted 24-48 hours. The percentage change between waves were not statistically significant.

\*P6. Have you prepared an emergency kit with necessary supplies such as water, food, batteries, medication, blankets, clothing, etc.?

	May 2019 (Baseline)	August 2019
<i>Total Respondents / Base Size:</i>	2,437	3,340
Yes	48%	50%
No	52%	50%

#### METRIC: ACTIONS TAKEN

About half in both waves said they had prepared an emergency kit to prepare for a PSPS event. The percentage change between waves were not statistically significant.

[IF NO TO P6]:

P7. How likely are you to prepare an emergency kit within the next 30 days?

	May 2019 (Baseline)	August 2019
<i>Have Not Prepared an Emergency Kit / Base Size:</i>	1,277	1,655
<b>Top-2-Box (Somewhat/Completely Prepared)</b>	<b>38%</b>	<b>45%</b>
Very Likely	10%	11%
Somewhat Likely	29%	34%
Bottom-2 Box (Not Likely)	53%	49%
Don't Know	8%	6%

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

**DEMOGRAPHICS**

D1. Into which of the ranges does your annual household income fall?

	<b>May 2019 (Baseline)</b>	<b>August 2019</b>
<i>Total Respondents / Base Size:</i>	2,437	3,340
Less than \$50K	19%	22%
\$50K – \$99K	22%	22%
\$100K – \$149K	14%	15%
\$150K or more	22%	19%
Prefer not to say	23%	22%

D2. What is the highest level of education you have had the opportunity to complete?

	<b>May 2019 (Baseline)</b>	<b>August 2019</b>
<i>Total Respondents / Base Size:</i>	2,437	3,340
High school degree or less	13%	15%
Some college / trade/technical school / 2-year degree	21%	22%
College degree	26%	26%
Some graduate study	6%	5%
Graduate degree or higher	27%	26%
Prefer not to say	8%	6%

D3. Are you, yourself, of Hispanic origin or descent (that is, Mexican, Puerto Rican, Cuban, Central American, South American, or some other Spanish background)?

	<b>May 2019 (Baseline)</b>	<b>August 2019</b>
<i>Total Respondents / Base Size:</i>	2,437	3,340
Yes	11%	15%
No	82%	77%
Prefer Not to Say	7%	8%

D4. Are you...?

	<b>May 2019 (Baseline)</b>	<b>August 2019</b>
<i>Total Respondents / Base Size:</i>	2,437	3,340
Caucasian or White	70%	67%
African American or Black	4%	3%
Asian	8%	7%
American Indian, Eskimo or Alaska native	3%	4%
Hawaiian or Pacific Islander	1%	1%
Mixed/Some other ethnicity	0%	1%
Prefer not to say	14%	15%

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence

D8. Which of the following best describes your housing situation?

	<b>May 2019 (Baseline)</b>	<b>August 2019</b>
<i>Total Respondents / Base Size:</i>	2,437	3,340
Homeowner	73%	69%
Renter	21%	26%
Neither of those (don't own home, don't pay rent)	2%	1%
Prefer not to say	4%	4%

D9. Do you, or does anyone in your household, rely on electricity for medical needs or medical equipment?

	<b>May 2019 (Baseline)</b>	<b>August 2019</b>
<i>Total Respondents / Base Size:</i>	2,437	3,340
Yes	16%	17%
No	80%	80%
Prefer Not to Say	4%	3%

<b>Designated Market Area (DMA)</b>	<b>May 2019 (Baseline)</b>		<b>August 2019</b>	
	Unweighted Base Size	Weighted Percentage	Unweighted Base Size	Weighted Percentage
Total	2,437	100%	3,340	100%
SF-OAK-San Jose	482	46%	646	46%
Sacramento-Modesto-Stockton	377	26%	513	26%
Fresno-Visalia	312	11%	366	11%
Bakersfield	169	5%	205	5%
Santa Barbara-Santa Maria-SLO	263	4%	482	4%
Chico-Redding	331	4%	594	4%
Monterey-Salinas	283	4%	374	4%

\* Key Performance Indicator for Outreach Effectiveness

	Statistically significantly better than the previous wave at the 95% level of confidence
	Statistically significantly worse than the previous wave at the 95% level of confidence